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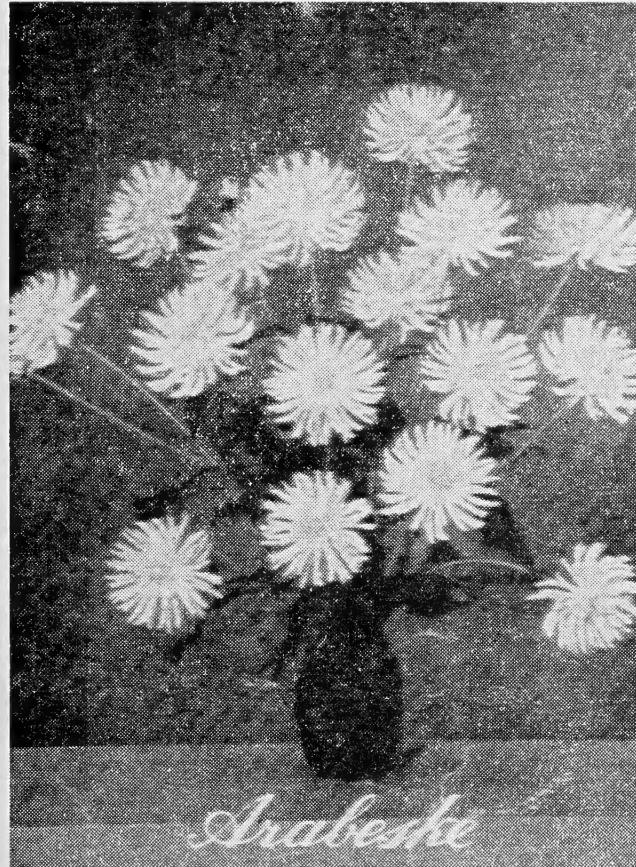
U. S. Department of Agriculture

Premier

Dependable Dahlias

Dahlia Gardens for 31 Years

DAHLIA ROOTS, PLANTS
& ROOTED CUTTINGS



PREMIER DAHLIA GARDENS

George H. Swezey — I. M. Parkhurst

HILLSIDE

59 MERTZ AVE.
(Note Change of Address)

NEW JERSEY

To our Dahlia Loving Friends—We have failed to list roots of many varieties owing to their undersize, for the hot, dry, humid weather of nearly the entire month of September caused retardment of root development which was followed on September 27th by a severe freeze, doing much damage to the blooms and foliage. The plants were permitted to go on until a new growth appeared from the roots compelling us to dig the stock considerably earlier than in other years.

OUR ANNUAL REPORT is made with hopes that you will advise of the growing conditions, the past season, in your gardens.

WE MAKE REPLACEMENTS FOR STOCK PURCHASED OF US IN 1947 WHICH FAILED TO GROW.

No transaction is complete until you are fully satisfied

THE VARIETIES FROM BELGIUM AND HOLLAND are prolific bloomers from early season until frost. In those countries of short growing seasons only the early blooming varieties are given consideration. Formations and colors are excellent and blooms keep well when cut.

THE AGRICULTURE DEPARTMENT of NEW JERSEY co-operates in inspecting all stock growing in our fields, and later shipments are certified by them and also by the U. S. Department of Agriculture, Bureau of Entomology.

We have testimonials from many localities and will supply references from these growers if desired.

BANK REFERENCES—Hillside National, Hillside, New Jersey; Portland National, Portland, Pennsylvania, and Dun & Bradstreet.

Our prices are reasonable and we ask you to GIVE US A TRIAL—We will PROVE that we have your interests in mind at all times.

You can't lose when dealing with Premier

READ CAREFULLY

TERMS: Cash with order or 25% deposit, balance at shipping time. Retail orders over \$1.00 sent prepaid. In ordering green plants to be shipped further than 1st Zone, add 25 cents for SPECIAL DELIVERY to insure plants arriving in good growing condition. We pay all other charges.

SHIPMENTS: Roots, to June 1st. Plants, May 1st to June 1st. Rooted Cuttings, April 15th to June 1st.

GUARANTEE: All stock sent out in first class growing condition, guaranteed to be healthy and true to name and to grow if cared for on arrival and after planting and that all not proving such will be cheerfully replaced upon word from the purchaser. Our roots are field grown, in soil treated with Potash, for the production of exhibition blooms.

Our square dealings have been commended by all

ORDER EARLY to avoid disappointment, as orders are filled in rotation. The stock of some of the varieties is limited.

The special collections represent unusual savings

Collections are net

OUR GREEN PLANTS are grown so as to give the maximum of results equal or superior to root stock. This is only accomplished by the selection of healthy vigorous roots benched in a moderate heat that will enable us to take stocky base cuttings. Only a reasonable number of cuttings are taken and none used that are spindly. After cuttings are rooted and potted and begin to grow they are moved to cooler quarters and later shifted to larger pots; at this stage small tubers are beginning to form, assuring that clumps will be obtained at digging time; the plants are later hardened off in "outside quarters" so as to withstand shipping and be in condition for planting out. OUR PLANTS ARE SHIPPED FROM 3 INCH POTS.

Premier's 1948 Introductions

COM. GEO. C. WARREN—An outstanding formal decorative of giant size and one tone bright yellow. Long, strong canes on rugged bushes 6 feet tall.

Awarded a Certificate of Merit at the Eastern A. D. S. Trial Grounds, Rutgers University and on Mr. Lynn Dudley's Honor Roll.

Named for a conscientious worker for conservation, especially wildlife. An ardent sportsman and a lover of "The Dahlia".

PLANTS only, \$5.00 Net

RUTH C. WARREN—S.C., size 5 x 3. Color coral pink blending to a cream center. Excellent stems and foliage. Height 4½ feet. Mrs. Warren is a proficient angler and a grower of fine dahlias.

ROOTS \$3.75 Net

PLANTS \$1.50 Net

CALIFORNIA'S BEST DAHLIA SEED

The very best produced by an expert hybridizer. They are from the best introductions, have the highest germination of any we have ever planted and we believe they have not been excelled for fertility. MANY LETTERS HAVE BEEN RECEIVED COMMENDING THEM. Here is one—Mr. S. Levinthal, proprietor of Riverside Gardens, Trenton, New Jersey, writes: "Have been planting seed of dahlias for more than 25 years and by far these are the best. From the small gratis packet of Darcy Sainsbury seed I obtained a dozen fine double whites, two of which are A-1." Mr. Levinthal wrote also in 1945: "Your seed are far ahead of any seed I have had in the last 25 years."

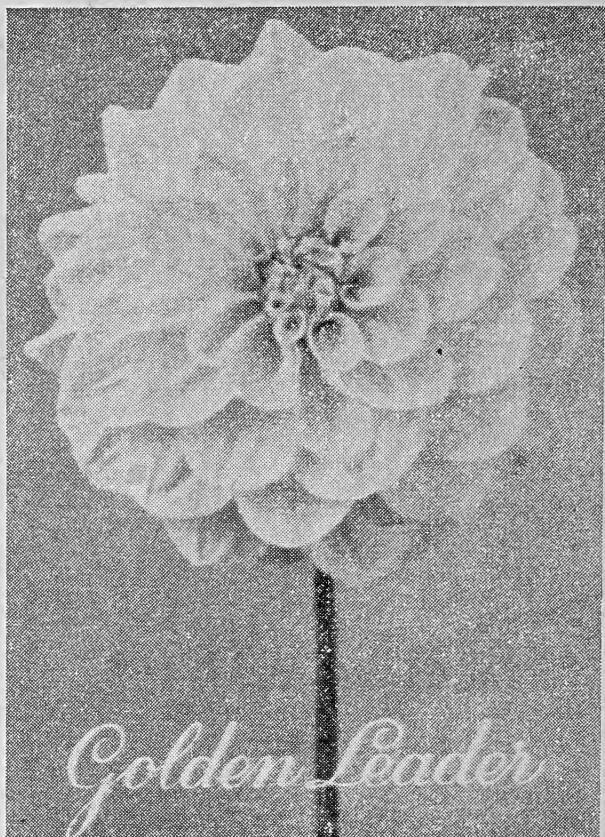
IF YOU ARE INTERESTED IN GROWING SEEDLINGS, WE CAN GIVE YOU EXCEPTIONAL VALUE.

20 Seeds \$1.00, 100 Seeds \$5.00, 1000 Seeds \$40.00

ROOTED CUTTINGS

Should you be interested in ROOTED CUTTINGS of any of the newer varieties, write us and we will advise if we have sufficient "Base Cuttings" to enable us to supply ROOTED CUTTINGS at one-third less than the cost of plants. Taken from the sand and wrapped and shipped in wet sphagnum moss we guarantee delivery in good condition and that they are true to name; here our responsibility ceases for proper facilities (cold-frames, good potting and 3 and 4 inch pots) are needed and some knowledge required to give them the care essential to maintain their vitality and grow them to worth-while plants hardened off for outside planting.

WHERE STOCK WILL PERMIT AND VARIETIES LISTS AT \$1.00 OR MORE, WE WILL SUPPLY ROOTED CUTTINGS AT ONE-THIRD LESS THAN PLANT PRICES.



1948 HONOR ROLL AND CERTIFIED INTRODUCTIONS OF OTHER GROWERS

Anne Tooker (Tooker)—Huge white informal. Winner of American Home Achievement Medal at New York and on Eastern and Mid-West Honor Rolls.

Plant \$7.00

Atomic Yellow (Proctor) S.C.—Bright yellow, shading to gold. Blooms facing. Size 10-12 x 6-8 inches. Silver Certificate Winner at New York. Certified at West Virginia Trial Grounds and on Eastern and Mid-Western Honor Rolls.

Plant \$7.50

Autumn Blaze (Johnson) I.D.—Giant flowers over 12 inches. Color scarlet-flame. Scored 86 in Trial Grounds in 1946. Achievement Medal Winner and on Mid-West and Western Honor Rolls.

Plant \$5.00

Bo Bo, Min. F.D. (Frank-Rocky River)—Amber yellow, tinted red at center. Winner of Achievement Medal, Silver Certificate and on all Honor Rolls.

Plant \$2.00 Net

Buccaneer (Sarett-Ruschmohr) S.C.—Color soft tangerine with yellow tips. Size 9-11 x 5-8 inches. Achievement Medal Winner in Chicago. Winner in Scranton and Long Island and on Honor Roll.

Plant \$7.50

Cinderella (Sarett-Ruschmohr) I.C.—An exquisite blend of pure deep pink with cream centerpetals, tipped lavender. Size 7-8 x 5-6 inches. On all Honor Rolls.

Plant \$5.00

Gold Dust (Goddard-Rocky River)—A very small Pom. Deep gold. On all Honor Rolls and a Certificate of Merit dahlia.

Plant \$1.50 Net

Great Lakes (Marsh-Rocky River) I.D.—White with early blooms lightly tinted lavender at tips. Early and profuse bloomer. Achievement Medals, Milwaukee, Southtown (Chicago), and Birmingham. On all Honor Rolls.

Plant \$5.00 Net

Gypsy Girl (Parrella) F.D.—Size $4\frac{1}{2}$ x $2\frac{1}{2}$ inches. Color, rosaline pink flushed with dots and stripes of dahlia purple. Winner of Flower Grower Silver Trophy and A. D. S. Silver Medal Certificate. On Honor Roll.

Plant \$3.75 Net

Oakleigh Champion (Phillips-Oakleigh) I.C.—The general color is soft pink and burnt orange with lemon shadings at base of long lacinated petals. Achievement Medal Winner and on all Honor Rolls. 6 feet. Winner of Derrill Hart Medal for "A" Dahlias.

Plant \$5.00 Net

Valley Queen (Robens)—A very large red Cactus with shades of brown, mahogany and tan. On all three Honor Rolls. 5 feet.

Plant \$7.50

1948 IMPORTATIONS

All Prices Net

Abbreviations used in denoting award to Foreign varieties—C.M., Certificate of Merit. C.1st.Cl., Certificate first class. C.P., Certificate trial garden. C.N.D.S., Certificate of the Netherlands Dahlia Society. THIS LAST CERTIFICATE IS PRESENTED WHEN A VARIETY HAS OBTAINED 2 C.M., 2 C.1st.Cl., and 1 C.P.

Albert Maumene, C.—Peach pink. Petals incurved.

Plant \$1.00 Net

Allegresse, S.C.—Large primrose yellow. An improved Frau O'Bracht.

Plant \$1.00 Net

A Propos, Pom.—Bright yellow.

Plant \$1.00 Net

Cinnamon Beauty, I.D.—Mikado orange with mallow reverse. $4\frac{1}{2}$ feet. (Certified at Storrs Trial Garden, 1946.)

Plant \$1.50 Net

Johan Ebbing, I.D.—Mallow purple suffused blue. Size 7-9 x 3 inches. Free flowering. Bushes $4\frac{1}{2}$ feet. Certified and Award of Merit.

Plant \$1.75 Net

Hoek's Glorie, C.—Pure lilac-pink with twisting petals. C.N.D.S.

Plant \$1.25 Net

Lovely Jewel, S.C.—Best 1947 Introduction and Winner of the Challenge Cup. Delicately colored soft pink with bright violet glow.

Plant \$2.00 Net

Mithra, S.C.—Beautiful formed vivid gold salmon-orange with canary-yellow center. Outstanding in the garden and rival for Challenge Cup.

Plant \$2.50 Net

Moeder Lombaert, S.C.—Orange-red tipped white. Good keeper.

Plant \$1.00 Net

Noviet, S.C.—Medium size. Apricot flushed orange, gold and yellow centers. On the West Coast Honor Roll.

Plant \$2.50 Net

Pick Up—A new orange-red Pom. C.N.D.S.

Plant \$1.00 Net

Reverie, C.—A chrysanthemum, shaped by its twisting and curling petals. Soft coral-pink with primrose-yellow center. C.M. and C.P.

Plant \$1.50 Net

Yellow Special, S.C.—Winner of the 1947 Challenge Cup, this 6 to 7 inch dahlia produced many fine blooms of excellent substance and was outstanding in our gardens. Color, bright primrose-yellow. Height, 4 feet.

Roots \$3.00 Net—Plants \$1.50 Net

STANDARD FOREIGN INTRODUCTIONS

All Prices Net

Arabeske, Min. S.C.—Sulphur yellow. 3½ x 2.

Plant \$1.00 Net

Aristos, S.C.—Dark reddish magenta, white tips. 9 x 4.

Plant \$1.00 Net

Berger's Meisterstuck, I.C.—Beautiful chamois pink. 7 x 4.

Plant \$.75 Net

Brigitte Werner, S.C.—Pure pink.

Root \$1.50 Net—Plant \$.75 Net

Conqueror, S.C.—Large, dark sulphur-yellow. A fine garden plant.

Plant \$1.00 Net

General Eisenhower, S.C.—Large scarlet blooms on long strong stems. Winner of Silver Challenge Cup for the best 1946 novelty.

Plant \$1.00 Net

Golden Leader—An outstanding formal of bright golden yellow. 5 x 3. Rival for Silver Challenge Cup. C.N.D.S.

Plant \$1.25 Net

Helios, S.C.—Large light yellow and apricot. C.N.D.S.

Plant \$1.00 Net

Hestia, S.C.—Apricot and sulphur-yellow. 5 x 2½.

~~3~~ Roots \$2.00 Net—Plant \$1.00 Net

Jubilant, S.C.—Brilliant violet-pink. 4½ x 2½.

Plant \$1.50 Net

La Cierva-Collarette—Large purple with white collar.

Plant \$1.00 Net

Moeder Ballego, S.C.—Bright red. 6½ x 3½.

Plant \$1.00 Net

Nirwana, S.C.—Salmon with bright yellow center. 7-9 x 4-5.

Plant \$1.00 Net

Sainte-Therese, I.C.—Pink—delicate and elegant. 5 x 2½.

Plant \$1.00 Net

Victory Day, S.C.—Deep red. Winner 1946 Challenge Cup. 6½ x 4.

Plant \$1.50 Net

Willy Flaton, S.C.—Pure white, free flowering. 5½ x 3.

Plant \$1.25 Net

1948 GENERAL LIST OF PRIZE WINNING, CERTIFIED AND HONOR ROLL DAHLIAS

Abbreviations: (F.D.) Formal Decorative; (I.D.) Informal Decorative; (S.C.) Semi-Cactus;
(C) Cactus; (Min.) Miniature. * 1947 Introductions.

| | Root | Plant |
|--|--------|--------|
| ALCAZAR (S.C.) Deep fuchsia red | \$4.00 | \$2.00 |
| ALL AMERICAN (S.C.) Blended mulberry rose and salmon..... | | 1.00 |
| BATAAN (S.C.) Red and gold..... | | 1.00 |
| BEDFORD BEAUTY (I.C.) Amaranth pink, white at center..... | 2.50 | 1.25 |
| BELVIDERE (I.D.) Bright pink with lighter shadings..... | 2.50 | 1.25 |
| BLACK MONARCH (S.C.) Very dark glistening maroon..... | 3.00 | 1.50 |
| *BILL JACK (S.C.) Exceptionally fine white 8 inches to 9 inches..... | 5.00 | 2.50 |
| *BUTTERFLY (I.D.) Henna orange with sory mauve reverse..... | | 3.00 |
| CALIFORNIA PAGEANT (I.D.) Blend of buff, yellow and rosoline purple..... | | 3.75 |
| CAROLINE KERNOCHAN (I.D.) Center lemon yellow, edges red..... | 3.50 | 1.50 |
| COL. A. G. RUDD (I.D.) Rich carmine and mahogany red..... | | 1.50 |
| *CAROL LEE (I.D. to S.C.) Twisting petals of white veined pink..... | 5.00 | 2.50 |
| *DEEP VELVET (F.D.) Oxblood red, 8-10 x 4½-5½..... | | 3.75 |
| DREADNOUGHT (C. to I.C.) Giant narrow petaled deep crimson..... | 2.00 | 1.00 |
| ESSIE SMITH (S.C.) Giant amaranth pink..... | 2.00 | 1.00 |
| FIVE STAR GENERAL (F.D.) Blend of pink and yellow..... | | 2.50 |
| FRANCES H. ARCHER. Giant ball to F.D. rich lavender violet..... | 3.00 | 1.50 |
| FRIEDA GAYLORD (I.D.) Rosy pink with light gold shade..... | 5.00 | 2.50 |
| GAYLORD BALLAY (I.D.) Giant white | 2.00 | 1.00 |
| JANE LAUSCHE (S.C.) Rose mauve with white tips..... | 3.50 | 1.50 |
| JOHN W. SHERWOOD (I.D.) Lavender..... | | 1.00 |
| KELVIN (I.D.) Giant peach pink..... | | 1.50 |
| KING DAVID (F.D. to I.D.) Rich purple..... | | 1.00 |
| KIRSTEN FLAGSTAD (F.D. to I.D.) Rich gold..... | | 1.50 |
| *KEMP'S GRAND CHAMPION (Str.C.) Giant bright coppery bronze..... | 5.00 | 2.50 |
| *KEMP'S PURPLE TRIUMPH (I.D.) Rich violet purple giant..... | 7.50 | 3.75 |
| KENTUCKY SPORTSMAN (I.D.) Yellow, orange and white..... | | 1.00 |
| *LADDIE (St.C.) Blend of yellow and deep rose pink..... | | 1.50 |
| LINK'S SENSATION (I.D. to S.C.) Orange and red. 12 x 6..... | | 1.50 |
| *LITTLE SHEIK (Min. S.C. or C.) Bi-color, red and white..... | | 1.50 |
| MAFFIE (S.C.) Giant carmine red..... | | 1.00 |
| *MAJOR VIER'S (F.D.) Gold with peach suffusion..... | 7.50 | 2.50 |
| *MISS LIBERTY (F.D. to I.D.) Bi-color, scarelt tipped white..... | 7.50 | 3.75 |
| MISS SAN DIEGO (I.C.) Lemon pink. Beautiful..... | 3.50 | 1.75 |
| MOON GLO (C.) Blended gold, salmon pink and yellow..... | 2.50 | 1.25 |
| MRS. HESTER A. PAPE (I.D.) Reddish purple. 12 x 6..... | 5.00 | 2.50 |
| *NIGHTINGALE (F.D.) Massive deep rose magenta..... | 5.00 | 2.50 |
| MRS. MINNIE RING (I.C.) Apple blossom pink and pale yellow..... | 3.50 | 1.75 |
| NANCY ANN MITCHELL (I.C.) Vivid scarlet..... | | 1.00 |
| *NOBLE GLORY (S.C. to I.C.) Gold buff blended rose-pink..... | 6.00 | 3.00 |
| PARDNER (I.D.) Giant peach buff..... | | 2.50 |
| PINK ELEPHANT (I.D.) Huge rose pink..... | | 1.50 |
| PREMIER'S WINSOME (I.D.) Giant mallow pink..... | | 1.00 |
| PYGMALION (S.C. to I.C.) Blended red and yellow..... | | 1.00 |
| QUEEN ELIZABETH. Lively pure yellow..... | | 1.50 |
| RAY SMITH (S.C.) Lavender..... | 3.00 | 1.50 |
| *RED CHAMPION (F.D.) Spectrum red and buff..... | | 3.75 |
| RHYTHM (I.C.) Blend of pink and yellow..... | | 1.50 |
| SARETT'S PINK FLAMINGO (S.C. to I.C.) Rose pink..... | | 1.50 |
| SHERWOOD'S PEACH (I.D.) Giant blended buff and apricot..... | 2.00 | 1.00 |
| SEARCHLIGHT (C.) Solid light yellow..... | 2.00 | 1.00 |
| SILVER GLAMOUR (I.D.) Rose and silver..... | | 1.50 |
| *SKYROCKET (Str.C.) Bright scarlet..... | 7.50 | 3.75 |
| SUNBURST (I.D.) Sensational yellow giant..... | 5.00 | 2.50 |
| *WHITE BEAUTY (F.D.) Pure white and one of the largest..... | | 3.75 |
| *WINDLASSIE (I.D.) Pure glistening white. Twisting petals..... | | 3.75 |
| WORLD EVENT (I.D. to F.D.) Soft glowing pink..... | 2.50 | 1.25 |
| YELLOW GLORY (S.C.) Clear yellow..... | | .75 |

MONEY SAVING "SUPER-VALUE" COLLECTION

Special Offering of Unusual Collections of Outstanding Dahlias

Root Collection "A"—Labeled varieties in a wide variance of colors at \$5.00 per dozen Roots. Postpaid. EXTRA VALUE GUARANTEED.

AGAIN WE OFFER OUR FAMOUS COLLECTIONS

Super-Value Plant Collection "B"—Any 8 for \$5.00 plus 35 cents for Special Delivery. All American, Bataan, Bedford Beauty, Belvidere, Black Monarch, Dreadnought, Essie Smith, John W. Sherwood, King David, Kentucky Sportsman, Maffie, Moon Glo, Premier's Winsome, Pygmalion, Sherwood's Peach, World Event.

OF CONSISTENT PRIZE WINNERS

Super-Value Plant Collection "C"—Any 6 for \$7.00; any 12 for \$12.00. (Add 35 cents for Special Delivery.) Alcazar, Caroline Kernochan, Frances Archer, Jane Lausche, Kelvin, Kirsten Flagstad, Laddie, Link's Sensation, Miss San Diego, Mrs. Minnie Ring, Pink Elephant, Queen Elizabeth, Ray Smith, Rhythm, Pink Flamingo, Silver Glamour.

THEY WILL WIN FOR YOU

Super-Value Plant Collection "D"—Any 6 for \$9.00; all 10 for \$13.50, plus 35 cents for Special Delivery. Bill Jack, Carol Lee, Five Star General, Gaylord Ballay, Kemp's Grand Champion, Major Viers, Mrs. Hester Pape, Nightingale, Pardner, Sunburst.

WONDER DAHLIAS ALL

Super-Value Plant Collection "E"—Any 6 for \$15.00; all 9 for \$21.00, plus 35 cents for Special Delivery. Butterfly, California Pageant, Deep Velvet, Kemp's Purple Triumph, Miss Liberty, Noble Glory, Skyrocket, White Beauty, Windlassie.



Note—You may make up an order of your own selections from any of these selections

JOIN THE AMERICAN DAHLIA SOCIETY

Write to Andrew Mulcahy, 20 Marshall Avenue, Floral Park, New York